

ECONOMIC DEVELOPMENT PROVISIO

METRICS WORKGROUP

SEPTEMBER 24, 2013

KEY DECISION FACTORS

- Focus on business climate: “Economic”
 - Jobs
- Justify program / investment up front
- Economic development investments must be outcome-based, measurable and be evaluated
- Accountability defined prior to investment ... or periodically reviewed for effectiveness/improvement

DRAFT PROTOCOLS:

WE KNOW WE ARE ON TRACK IF OUR RECOMMENDATIONS ...

- Biggest impact/relevant
- Easy to measure/well defined
- Aligned with other work/not duplicative
- Provide a measure of state investment in economic development
- Achievable in legislative process
- Solve a public policy problem
- Make sense to public and stakeholders

CLARIFY & DEFINE

- Economic development
- Are quantifiable/measurable
- Easy to understand
- Can be tracked without undue cost /admin.
- Easy to understand/concise
- Use 3rd party validation /data
- Use existing data
- Define economic development investments
- Metrics based on ROI
- Narrow focus to state investment vs. return and not other definitions of economic development
- Define economic development and separate it from other state investments
- Recognize difference between short/medium/long term results
- ❖ Provide accountability
- ❖ Public transparent data collected from state funded economic development programs
- ❖ Recognize the but/for limitations

MEASURES

- Jobs/payroll
- State revenues/local revenues
- Job/revenue increase
- Private investment
- Business survival rate...
- Number of startups / survival
- Business metrics
 - Started
 - Expanded
 - Attracted

BUT FOR

!!!

FACTORS

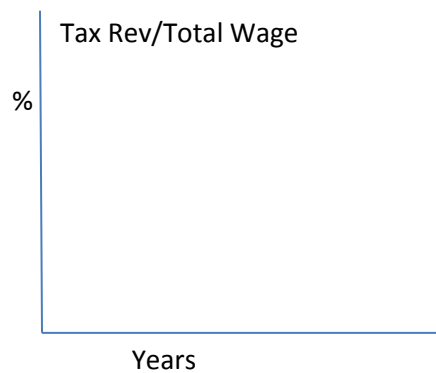
- Lowest cost
- Demand/unmet need
- Environmental impact
- Environmental Quality
- Utilities



Tax Revenue



Per capita Tax



Standard Factors (?)

- 1) Line of sight to CB
- 2) 2 Activity no clawback
- 3)

METRICS TEMPLATE		
FACTORS INFLUENCING ECONOMIC DEVELOPMENT	OUTCOME BASED METRICS	TRACKING PROGRESS TOWARD GOALS
Economic diversity Does it create jobs Tax climate Transportation Talent/workforce Regulatory Co-investment/partnership Clusters Schools Geography Healthcare Dollars / leverage Financial stability Standard of living	System Investments	
	# of degrees (Post secondary)	
	Transportation efficiency	
	Permit timeframes	
	# & sustainability of biz startups	
	Freight mobility	
	Jobs	
	Cost of regulatory compliance	
	K-12 performance	
	IP/Patents	
	Research \$ attracted	
	Commercialization measures	
	Direct Investments	
	Jobs	
	Private \$ investment	
	Use of public funds/resources	
	Performance conditions for resources/incentives	
	New business to state	
	New business startups	
	Businesses retained	

TRACKING / DEFINING PROGRESS (See Results.va.gov/ Forecast Council)

- Income measures
- Employment / unemployment
- Occupational data . . . placement efficacy
- State revenues, GDP, expenses
- Educational attainment vis a vis...
- Tourism
- Export
 - % of business
 - Industry penetration
 - % of small cost of sale
- Housing . . . healthcare

PARKING LOT OPPORTUNITIES:

OVERVIEW OF HIGHEST VALUE OPPORTUNITIES:

- Finish as well as you start
- Improve collaboration and collection of data that tracks programs and economic development investments
- Ensure all investments are based on outcome measures (jobs, investment, etc.) that stem from public policy goals.